

CLAIMS

What is claimed is:

- 1 1. A method for determining product supply parameters in a supply chain
2 management framework, comprising:
 - 3 a) receiving data from a plurality of supply chain participants of a supply chain
4 utilizing a network, the data relating to the sale of products by the supply chain
5 participants;
 - 6 b) determining product supply parameters corresponding to each supply chain
7 participant based on information including the data; and
 - 8 c) communicating corresponding product supply parameters to at least one supply
9 chain participant.
- 1 2. The method of claim 1, wherein the product supply parameters are determined by
2 a brand owner.
- 1 3. The method of claim 1, wherein the data is transmitted to the distributor and a
2 supplier in accordance with the product supply parameters.
- 1 4. The method of claim 1, wherein the network includes the Internet.
- 1 5. The method of claim 1, wherein forecasting is carried out as a function of the data
2 and the product supply parameters.
- 1 6. The method of claim 1, wherein the product supply parameters indicate a price
2 and an amount of the products to be ordered.

7. The method of claim 6, wherein the product supply parameters indicate the price and the amount of the products to be ordered utilizing a look-up table which correlates the data to an appropriate price and amount.

8. A system for determining product supply parameters in a supply chain management framework, comprising:

- a) logic for receiving data from a plurality of supply chain participants of a supply chain utilizing a network, the data relating to the sale of products by the supply chain participants;
- b) logic for determining product supply parameters corresponding to each supply chain participant based on information including the data; and
- c) communicating corresponding product supply parameters to at least one supply chain participant.

9. The system of claim 8, wherein the product supply parameters are determined by a brand owner.

10. The system of claim 8, wherein the data is transmitted to the distributor and a supplier in accordance with the product supply parameters.

11. The system of claim 8, wherein the network includes the Internet.

12. The system of claim 8, wherein forecasting is carried out as a function of the data and the product supply parameters.

13. The system of claim 8, wherein the product supply parameters indicate a price and an amount of the products to be ordered.

14. The system of claim 13, wherein the product supply parameters indicate the price and the amount of the products to be ordered utilizing a look-up table which correlates the data to an appropriate price and amount.

- 1 15. A computer program product for determining product supply parameters in a
2 supply chain management framework, comprising:
3 a) computer code for receiving data from a plurality of supply chain participants of a
4 supply chain utilizing a network, the data relating to the sale of products by the
5 supply chain participants;
6 b) computer code for determining product supply parameters corresponding to each
7 supply chain participant based on information including the data; and
8 c) computer code for communicating corresponding product supply parameters to at
9 least one supply chain participant.

- 1 16. The computer program product of claim 15, wherein the product supply
2 parameters are determined by a brand owner.

- 1 17. The computer program product of claim 15, wherein the data is transmitted to the
2 distributor and a supplier in accordance with the product supply parameters.

- 1 18. The computer program product of claim 15, wherein the network includes the
2 Internet.

- 1 19. The computer program product of claim 15, wherein forecasting is carried out as a
2 function of the data and the product supply parameters.

- 1 20. The computer program product of claim 15, wherein the product supply
2 parameters indicate a price and an amount of the products to be ordered.